

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application.

Listing of Claims:

Claim 1 - 5 (Cancelled)

Claim 6 (Currently Amended): An electronic commercial transaction supporting system, comprising:

a shop, ~~which is~~ connected to a network, ~~[[and]]~~ which presents merchandise to customers via the network; and

a business information management system connected to the network,

wherein said shop includes:

a correspondence generating unit which specifies correspondence relations between attributes that are objects of interest for a plurality of respective subjects in an electronic commercial transaction at an actual stage of the transaction, based on an equivalence relation which satisfies a reflexive law, a symmetric law and a transitive law, the correspondence generating unit extracting, by a cellular decomposition operation, one or more of the specified correspondence relations as a common subspace satisfying a necessary condition for concluding the electronic commercial transaction by decomposing a set of attributes into nonempty disjoint equivalence classes according to the equivalence relation;

a table which records the extracted correspondence relations; and

a correspondence presenting unit which presents to the subjects in the transactions in a manner such that the common subspace satisfying a necessary condition for concluding the electronic commercial transaction is attached to cellular spaces corresponding to the subjects in the transactions by a cell attaching operation,

wherein, under the equivalence relation, the correspondence generating unit specifies a correspondence relation between search keywords which the customer gave at the time of search for a desired merchandise and information, utilized by the customer, among information on the merchandise presented by said shop as a result of search, and if the specified correspondence is found to be a new correspondence relation, that does not exist before, by inspecting history of the transactions, then the search keywords are corresponded to the information utilized by the customer among information on the merchandise, as a new attribute and recorded in the table,

wherein the correspondence presenting unit reads out and presents the correspondence relations stored in the table at a stage of another transaction, and

wherein said business information management system includes a functional block which transversely refers to said respective tables that a plurality of said shops have.

Claim 7 (original): A system according to Claim 6, wherein said business information management system further includes a second functional block which detects desired one from the correspondence relations recorded in the table of any of said shops.

Claim 8 (original): A system according to Claim 7, wherein said business information management system further includes a third functional block which presents the detected desired correspondence relation to an actual stage of an electronic commercial transaction at another shop.

Claim 9 (original): A system according to Claim 6, wherein in said shop there is provided a local business information management block which manages the table.

Claim 10 (original): A system according to Claim 7, wherein in said shop there is provided a local business information management block which manages the table.

Claim 11 (original): A system according to Claim 8, wherein in said shop there is provided a local business information management block which manages the table.

Claim 12 (original): A system according to Claim 9, wherein said local information management block includes a maintaining functional block which inspects accumulating correspondence relations and suitably modifies the correspondence relations.

Claim 13 (original): A system according to Claim 10, wherein said local information management block includes a maintaining functional block which inspects accumulating correspondence relations and suitably modifies the correspondence relations.

Claim 14 (original): A system according to Claim 11, wherein said local information management block includes a maintaining functional block which inspects accumulating correspondence relations and suitably modifies the correspondence relations.

Claim 15 (original): A system according to Claim 12, wherein said maintaining functional block detects mutually-contradicting ones among the accumulated correspondence relations and keeps one side thereof that is more appropriate-like while other side thereof is deleted from the table.

Claim 16 (original): A system according to Claim 13, wherein said maintaining functional block detects mutually-contradicting ones among the accumulated correspondence relations and keeps one side thereof that is more appropriate-like while other side thereof is deleted from the table.

Claim 17 (original): A system according to Claim 14, wherein said maintaining functional block detects mutually-contradicting ones among the accumulated correspondence relations and keeps one side thereof that is more appropriate-like while other side thereof is deleted from the table.

Claim 18-20 (Cancelled)